



Sabrina Perazzo-Lo

Style & Development Coordinator - Footwear

📍 36100 Vicenza, Province of Vicenza, Italy

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Languages

Spanish (Basic)

English (Fluent)

French (Work Proficiency)

Italian (Native)

About

experience gained in fashion/sport companies in Italy. Open mind, used to work in team managing creatives & developers, ready to front new experience and ready to offer my know-how, proven track record of developing accessories (for luxury brand too). Very found of Art, Design, Interior design, fragrances, travelling. Analytical thinking

BRANDS WORKED WITH

A&G CALZATURIFICIO Spa - Serra De' Conti (AN)

Decathlon Italia

DIESEL PROPS srl - Marostica (VI)

GEOX Spa - Montebelluna (TV)

LOTTOSPORT ITALIA

R&D Soluzioni sas (MERRELL SOURCING OFFICE)

STONEFLY Spa - Montebelluna (TV)

Experience

● Style & Development Director for Footwear & Bags (Woman)

GEOX Spa - Montebelluna (TV) | Sep 2018 - Now

I manage the process from design to salesman samples for Lady collection (entry and main), I report to the Head of Women Area, while 10 people to me. I define mood of collection, styles, checking the target price, I follow fitting with developer and PM, I follow outsoles make up and definition of best performance materials. Monitor the Product Development seasonal company calendar, the budget and manage new material/accessories and structure developments. I visit material fairs to research new potential suppliers Key achievements: . Collection: innovation and fashion trend, sustainability following ethic values of Geox . Find fashion comfort keys for collection . Animate people of the team for finding new strategies and new attitude

- Find new inspiration for Geox Identity feminine

● Head of Product Footwear M&W (merchandise/style/development)

STONEFLY Spa - Montebelluna (TV) | Dec 2012 - Sep 2018

I manage the process from design to production, I report to the owner, while 12 people to me. I define collection, target prices, mood and styles. I am in charge of all the collection, style, mood, technical issues, definition of seasonal strategy Key achievements:

- For collection: new spirit, new mood but keeping the Stonefly identity (light and comfort shoes)
- Change the development process in order to get a better "organic" collection
- Presentation of new process for development and new timing
- Moodboard and research to give more feminine look to the collection and confirm the man one

● Brand/R&D Head Manager

A&G CALZATURIFICIO Spa - Serra De' Conti (AN) | Nov 2011 - Dec 2012

I manage the process from design to production, I report to the owner, while 10 people to me. I define collection, target prices, mood and styles. I travel a lot to distributor, agencies, clients, fairs. Key achievements:

- Reduce price in production: new material-suppliers and new technical patterns
- Presentation of new process for development and new timing

● Head of Product Development

DIESEL PROPS srl - Marostica (VI) | Oct 2010 - Oct 2011

4 people team, managing the development in Asia and in Italy, worked with designer and brand dept, suppliers and factories. My line manager-

was the CEO Key achievements:

- Start up of new license of just Cavalli lady accessories (shoes, bags, slg)
- Strong obedience of target price

- **Footwear developer manager**

DIESEL PROPS srl - Marostica (VI) | Sep 2005 - Oct 2010

First footwear developer in Diesel Props, start with sport area (man, women and Kid), after 10 months responsible for Fashion/Dressy Areas (man/women). On 2006 start up and following of Diesel Black Gold (Man and Women). Work strictly with designer, brand and production, trip to Asia, Spain, Italy to follow the development, researching materials, trend, products on market, fairs. My line manager was the Head of Footwear Development. Key achievements: . Start up of the coming back license of Diesel shoes

- Improved the collection with new development process
- Good industrialization of SMS, ready for production
- Strong respect of target price
- Team leader for the office

- **Footwear Developer for Leisure shoe and Manager**

LOTTOSPORT ITALIA | Sep 2003 - Sep 2005

Worked strictly and positively with designers, mold maker, pattern maker. My line manager was the Head of Development dept. Trip to China/Taiwan to follow the development Key achievements:

- Start up of new Lotto Leggenda program
- Strong respect of target price
- Tech spec sheet and respect of them



- **Production Leader Tech Footwear & Supply Chain**

Decathlon Italia | Jan 2000 - Aug 2003

Following of shoes production: cycling shoes, trekking shoes, dance, snowboard, climbing, after-ski in Italy, Czech Republic and Romania. Strong cooperation with Headquarter in Lille (France). Quality control, obedience of target price, negotiation with components supplier. My line manager was the Head of Production Key achievements:

- Reduce of price material after negotiation
- No claim from the client on product, assure the quality and test

- **Freelance designer and Brand/style assistant**

R&D Soluzioni sas (MERRELL SOURCING OFFICE) | Dec 1997 - Dec 1999

Design of shoes, creation of seasonal color-card, following of development directly into the Italian factory with the owner, fair, research of trend and proposal of new mood for the brands of Wolverine (Wolverine, Merrell, Hush Puppies, Caterpillar, Harley Davidson) and of Karhu Finland, Rockport,.. Key achievements:

- It was my first job and my key achievement was to

Education & Training

1997

- **Venice Italy (IUAV)**

Bachelor degree,

1989

- **Lyceum "E. Fermi"**

High School Diploma,